IRB Statement

This project uses research from Cal Poly students as subjects, but the data does not reveal the identify of subjects, nor is the data identifiable to any subject. Users will not be associated with any data points, and therefore this project does not need to be reviewed by the California State Polytechnic University Review Board.
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About Me

My name is Daniel Cragoe, I’m from Monrovia, California. I am a 4th year Graphic Communication major with a concentration in UI/UX. I volunteered at Camp Barnabas in Purdy, MO, for 4 years as a camp counselor for kids with special needs.
Abstract

For my Senior Project, I developed a high-fidelity prototype website layout for a nonprofit organization called The Church Works. The prototype includes outlining a site map, creating wireframes for each page, and designing a logo for the organization. The primary function for the website itself is to generate awareness for the Church Works, promote the organization’s upcoming events and volunteer opportunities, and invite donations from members and supporters of the organization.
Opportunity Statement

Most of the money raised by the Church works is through simple events such as car washes, garage sales, donations, etc., and most of that fundraising responsibility falls on the individuals who plan to attend the missions trip. There is currently no website for this organization, however I am close friends with the founder of the company, Todd Fagan. He approached me over summer break 2021 with the idea for a website which can direct family members and friends of the individuals attending the missions trip to the Church Works’ website where donations can be accepted and fundraising events can be posted. Knowing I had a senior project to complete during Fall Quarter 2021, I accepted the opportunity to design and produce this website.
Project Objectives

**Designing for Web**
I hope to further excel as a designer by exploring, researching, and demonstrating the techniques I’ve learned about when it comes to designing a web page.

**Time Management**
This is a skill that I could use some improvement on. I want to properly budget my schedule so that this project goes smoothly not only for me, but my client as well.

**Communication**
I will be practicing a lot of communication with my client. Although we are good friends, I will apply etiquette and professionalism in my communication via email, text, and in person meetings, preparing myself for when I have less familiar client.
Project Deliverables

User Workflow
• User Flow
• Wireframe Flow

Branding
• Logo Design

Hi-Fi Prototype
• Site Map
• Wireframes
• Mockup Webpage
Timeline

Week 1
Connect with Client/Discuss Plan

Week 2
Research & Brainstorm

Week 3
Drafting User Workflow

Week 4
Drafting Wireframes

Week 5-6
Revise Wireframes & Begin Mockup

Week 7
Reconnect with Client

Week 8
Revise Mockups & Implement Branding

Week 9
Prepare Project Presentation

Week 10
Process Book Production
Process

Site Map

I began brainstorming what elements would be included in the site. I knew the essential elements the site would need were a home page, an “About Us” page, a page listing the different opportunities the organization would have available for the month, sign-ups for each of those opportunities, and a donation page. Based on my research, I knew it would be important for each listed opportunity to include an overview of the event, a list of the available positions and what they’d entail, frequently asked questions for each event, and then, of course, the application for that event.
**User Workflow**

After developing the site map, it was important to establish a workflow for the user. The idea would be that a user would start at the homepage where they could see a promotional slideshow displaying news updates from the organization. If they’re new to the site, the “About Us” page would give them a general idea of the The Church Works. Then if there is an event the user is interested in, they can go through the process of learning about the event, see available positions, and sign up. From there, they can choose to send a donation to an opportunity of their choosing.
Wireframes

I then mapped out the elements of each page using Balsamiq Wireframes
Wireframes Cont’d

Opportunity FAQs

Positions Menu

Donation Contact

Thank You Message
Branding

*Logo Sketches*

I then began with sketching a few ideas I had for the logo and developing the idea further in Adobe Illustrator

*Final Draft*

The Church Works

![The Church Works logo](image)
Results

Final Prototype

Using SquareSpace, I brought the vision to life with one of the available templates. I added some decorative icons and descriptions to make it as close and ready for the web as possible. This is a desktop and mobile mockup of the home page.
Final Prototype

Our Founder

Todd Fagan has been involved in the Church for 35 years and has believed in the ministry of missions from the start. In 2014, after the unfortunate closing down of his hometown church, Todd gathered the fallen out members and began planning a service mission trip to Camp Bambas in Purdy, Missouri. The impact this had on the members of the his old church was significant enough that they began making it a resuming trip and every summer Todd helped many individuals join together to make a strongly bonded community of members from different churches all across the nation.

This is where users will go to learn more about what The Church Works is and how it was founded. There’s a blurb about the founder, Todd Fagan, and an introduction from The Church Works members to let users know of the mission of the organization.

About us

Beginning from a small church in Sierra Madre, CA, The Church Works became something so much bigger than a singular church. Members of the original Sierra Madre Church branched out along the west coast and midwest. Since then, we’ve begun reaching out to local communities all across the nation to help those in need of a stronger sense of community. With the launch of our new website in 2021, we’ve made it easy to feel you’re doing your part to help create change in your home, at your job, and in your community. We are nonprofit and all funds and donations are recirculated into new opportunities to serve every month.
These are some stills from the home page that inform the users of the different programs and opportunities The Church Works has available. In the future, this is where I would implement a refreshable news feed to keep Church Works’ members updated and provide live sermon streams.
This is a gallery where users can find opportunities they may be interested in applying for. Each opportunity comes with the title of the event and a cover photo of a snapshot moment from the event in the past. Users can click on an opportunity to learn more about it and sign up.
This is a Contact page to sign up for emails and updates from The Church Works. Once a user has submitted their information, this can be used in the future with an AutoFill mechanism to make donating and applying for an opportunity much quicker and easier.
Reflection

This project was a great opportunity for me to apply the UI/UX design skills I've learned over the years I've spent at Cal Poly. I've become familiar with all the steps it takes to develop and design a website. Had I been tasked with the job to design a website before Cal Poly, I would've had no idea where to even start. I learned how to communicate with clientele and how to adapt to circumstances such as Covid-19 related complications. I would've loved to collaborate more closely with my client, such as meeting in person and giving live demonstrations of my prototype, however I do feel as thought I gained more confidence in myself to be able to produce a prototype on my own given the current situation.

Some ideas I wish I would've had more time to implement into my site would be a social network integration. I would've liked to add personalized profiles for users and a daily updated news feed from the different churches and communities connected to The Church Works. Then each church could post a weekly sermon or a video of live worship for users to enjoy in the comfort of their own homes. With everything moving to a more remote platform I thought this would work perfectly with the purpose of this site.